
From: Hassman, Jeff (LBC) on Wed, Jan 24, 1996 3:22 PM
Subject: Re[2]: B&H Hispanic Media
To: Schneider, Rita; Ferrin, Robert
Cc: Marryshow, Karen; Poole-Bollerman, Laura; Von1, Reitzenstein SASHA (LBC)
; Tegethoff, Scott (LBC); Gadsby1, Monica (LBC); Buehler1, John (LBC);
Porter, Doug (LBC); Forsythe, Heather (LBC)

Rita/Bob,
Please look at your schedules and find times (as many as you can)
Tuesday or Wednesday when you can review the plan. Then I will do
my best to get schedules coordinated on this end to get everyone
together during one of those times.

I am not familiar with the assimilation numbers you have outlined
below, so I am sending you the two B&H Hispanic studies that we
have used for Hispanic planning. If you have more current
information, we'd love to see it, as both of these studies are a
couple of years old now.

Hopefully we'll talk to you soon!
Jeff
